

Appendix A:

Ranking of Low-Taste Words on the Internet 2014 (2014 年网络低俗词语排行)

表 2014 网络低俗词语排行

排名	网络词	中文报刊检索结果 (标题中使用)	原发微博提及量
1	尼玛	3	249,646,340
2	屌丝	818	181,216,808
3	逗比	276	150,043,492
4	砖家/叫兽	92/452	8,714,012/ 101,776,196
5	卅	0	70,602,880
6	你妹	5	50,778,812
7	装逼	22	45,632,060
8	草泥马	81	41,516,308
9	我靠/我擦/我中 艹艹艹	3/4	39,103,768/32,847,660/932
10	妈蛋	0	36,934,544
11	逼格	65	30,109,324
12	他妈的/特么的	4	29,362,880/ 10,083,180
13	撕逼	7	20,356,064
14	滚粗	12	19,131,236
15	蛋疼	38	18,652,852
16	小婊砸	0	10,788,384
17	傻 X	11	7,691,260
18	跪舔	4	6,301,472
19	绿茶婊/心机婊	66	5,695,244
20	碧莲	0	5,245,728
21	碧池	0	5,159,124
22	土肥圆	28	3,224,968
23	你妈的/你 M 的	4	474,273/ 544,368
24	矮矬穷	28	65,984
25	焚蛋/坟蛋	0	851/ 933

(数据来源: 新浪微博、人民网舆情监测室中文报刊系统
数据截取日期: 2014 年 1 月 1 日-12 月 31 日)

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Appendix B: Coding sheets

Coding Sheet 1: Power Relations among VIPs, non-VIPs and Media Organisations

Codes	Frequencies	Associations				
		Power type 1	Power type 2	Power type 3	Power type 4	None of above
VI/大 V (VIP with big names)/ 加 V (with a VIP status)						
不加 V (without a VIP status)						
媒体 (media organisations)						

Coding Sheet 2: Debated towards Public Authority

		Codes 1	Codes 2
		Government (政府)	Party (党)
What level	Local		
	National		
	Foreign		
	No specification		
What roles	Governor		
	Leader		
	Negative indications		
What issues	Political regime		
	Domestic event		
	International issue		

Coding Sheets 3: Frequencies of Abusive Words

Codes	Frequencies
尼玛/你妈的 your mother's/他妈的/特么的/tmd his mother'/草泥马 Grass Mud Horse (fuck your mother)	
屌 dick /傻 X/sb/傻逼 stupid dick	
砖家/叫兽 (a person who pretends to be professor or specialists)	
艹/日 fuck/我靠/我擦 I fuck	
你妹 your sister's	
装逼 pretend to be a pussy	
妈蛋 mother's balls	
混蛋/粪蛋/坟蛋 bastard	
跪舔 bending down and licking (someone)	
滚出/滚 fuck off	

Coding Sheets 4: Associations of Abusive Words

Codes	Associations					
	Government				Other individual	organisations
	No specification	local	National	Foreign		
尼玛/你妈/他妈的/特么的/草泥马						
屌/傻X/sb/傻逼						
砖家/叫兽						
廿/日/我靠/我擦/我中艸						
你妹						
装逼						
妈蛋						
粪蛋/坟蛋						
跪舔						
滚出/滚						

Coding Sheet 5: Party Media's Reports on Kunming Oil Refining Plan

Codes		中石油云南炼油厂（项目）/ 中石油 1000 万吨炼油厂 / 中缅（缅甸）油气（输油）管
	Energy strategic plan	
	Economic development	
	Environment	
	Public opinions	
	Net-users	